

Walk the Walk Kicks Off Registration for Its MoonWalk Marathons Worldwide

Women and Men from All Around the World Sign Up to Power Walk an Overnight Bra-Baring Marathon for Vital Breast Cancer Causes

New York, NY – In celebration of Breast Cancer Awareness Month, Walk the Walk is opening registration for all their MoonWalk marathons across the globe this October. The iconic overnight marathons will take place in London, Scotland, Iceland, and America. Walk the Walk is a grant making charity that hosts Power Walk marathons around the world. To date, it has engaged over 300,000 participants and has raised over \$144 million dollars to support breast cancer research and those affected by cancer.

Walk the Walk began 18 years ago in London and its MoonWalk has become a flagship event in the UK for women and men alike. At midnight, thousands of people take to the streets of London, and Power Walk in decorated bras to raise money and awareness for breast cancer causes. The bra has become a trademark for Walk the Walk, inspiring empowerment, fun, and fitness for all. Over the years numerous notables have given their support to Walk the Walk, including His Royal Highness Prince Charles, Paul and Stella McCartney, Sir Richard Branson, Pierce Brosnan, and designer Swarovski Crystal.

Following London, The MoonWalk expanded to Scotland, Iceland, and debuted in America last year. Walk the Walk provides grants to charities such as Breast Cancer Campaign, Penny Brohn Cancer Care, The Breast Cancer Institute, Maggie's Centres, and Memorial Sloan-Kettering Cancer Center's Breast Examination Center in Harlem, NY. Walk the Walk is also a proud supporter of Breakthrough Breast Cancer and has helped fund The Generation Study – the largest study of its kind that aims to track the health of over 100,000 women over a period of 40 years.

Olympic and World Cup Soccer Star Brandi Chastain led the first ever MoonWalk NYC earlier this year. Chastain will return in 2014 as an ambassador of the second annual charity walk which will be held on July 26, 2014, presented by Empire BlueCross BlueShield.

"The MoonWalk has had such an international impact, and last year The MoonWalk NYC was a great success as America's first overnight, bra-baring marathon. I am thrilled to see what The MoonWalk NYC has in store this year," said Chastain.

Walk the Walk's Founder Nina Barough said, "We are so pleased with the global expansion of Walk the Walk's organization to include London, Scotland, Iceland and New York City. I'm looking forward to the second annual MoonWalk NYC this upcoming July. In conjunction with Breast Cancer Awareness Month, October registration for all MoonWalks provides participants with ample time to train properly for the marathons. Exercise and physical activity are an essential part of cancer prevention. It's time to take action, sign up, and get walking."

Barough and the Walk the Walk team are excited to open registration for all MoonWalks across the globe. The MoonWalk Scotland opened registration October 4, 2013; The MoonWalk Iceland and The MoonWalk NYC will open registration on October 30, 2013; and The MoonWalk London will open registration on October 31, 2013. Applications and entries are available at www.walkthewalk.org. Participants are encouraged to raise at least \$150.00. For additional information, please visit www.Facebook.com/WalktheWalkWorldwide and follow us at @WalktheWalk.



the
MoonWalk[®]
new york city 2014

presented by **Empire** 
BLUE CROSS BLUE SHIELD

About Walk the Walk Worldwide:

After Founder and Chief Executive Nina Barough was diagnosed herself with breast cancer in 1997, the charity grew to include a wide range of Power Walking marathons and challenges across the globe. Walk the Walk is passionate about encouraging women and men to become healthier through Power Walking and taking responsibility for their own well-being. Walk the Walk organizes Power Walking events such as The MoonWalk London, The MoonWalk Edinburgh Scotland, The MoonWalk Iceland, and The SunWalk London. To date, Walk the Walk Worldwide has raised over \$144 million for vital breast cancer causes.

For press information, please contact:

Natalie Ferro

LeadDog Marketing Group

Natalie@leaddogmarketing.com

212.488.6565